

PERSONAL THANKS  
FROM MILTON  
BRADLEY FOR  
TRYING THIS  
PRODUCT. NOW IF  
YOU LIKED — OR  
DISLIKED — IT,  
WILL YOU TELL US  
ABOUT IT?

We at Milton Bradley are always interested in learning more about the purchasers and users of our products, because we feel that by knowing our consumers better we can continue to make products to satisfy them. In fact, you may be interested to know that all our games and toys are pre-tested by members of the public before we consider putting them on the market — all part of our effort to make quality products for the whole family.

So we'd appreciate it if you would take a few minutes to answer the questions on the back of this form and mail it back to us.

Thank you very much, and happy game-playing!

#4850

PLACE  
STAMP  
HERE

JEAN LEWIS  
P.O. Box 2888  
Milton Bradley Company  
Springfield, MA 01101



# SIMON WARRANTY REGISTRATION

#4850

Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

1. Please check:    ☐ Male    ☐ Female    ☐ Single    ☐ Married

Your age: \_\_\_\_\_ Ages of your children; if any: Sons: \_\_\_\_\_

Daughters: \_\_\_\_\_

2. The *purchaser* of this product:

☐ Me or ☐ Someone else (Age: \_\_\_\_\_ Sex: \_\_\_\_\_ Relationship: \_\_\_\_\_)

3. The *recipient* of this product:

☐ Me or ☐ Someone else (Age: \_\_\_\_\_ Sex: \_\_\_\_\_ Relationship: \_\_\_\_\_)

4. Please check any of the following factors that influenced the purchase of this product (Check all that apply).

☐ It was recommended

☐ Played with it before

☐ Store display

☐ Manufacturer's name

☐ TV Advertising

☐ Magazine/Newspaper articles

☐ Someone requested it:

(Age: \_\_\_\_\_ Sex: \_\_\_\_\_ Relationship: \_\_\_\_\_)

5. Where was this product purchased?

Store name: \_\_\_\_\_ Price: \_\_\_\_\_

6. Have you or any member of your family seen a TV commercial for this product?

☐ Yes    ☐ No

7. Would you recommend this product to friends?

☐ Yes    ☐ No

8. Do you have any other electronic games?

☐ Yes    ☐ No    If yes, which ones: \_\_\_\_\_

9. Any comments about this game? \_\_\_\_\_

10. Based on your experience with Simon, would you purchase Super Simon?

☐ Yes    ☐ No    ☐ Possibly

Why? \_\_\_\_\_

11. Please indicate the range of your total family income for the last calendar year (OPTIONAL).

☐ Under \$10,000

☐ \$10,000 - \$14,999 -

☐ \$15,000 - \$19,999

☐ \$20,000 - \$24,999

☐ \$25,000 - \$34,999

☐ \$35,000 - +

Our customers' opinions are very important to us. May we call on you in the future to take part in our on-going consumer research?

☐ Yes Phone # (\_\_\_\_) \_\_\_\_\_ ☐ No

MOISTEN HERE, SEAL AND MAIL